

## CLAIMS

1. A method of customizing a toy, comprising:
  - a) receiving at a remote location user information from a customizing device of a user; and
  - b) transmitting to said customizing device customizing information for customizing a toy of the user and personalizing information selected based upon a personal profile, said personalizing information being selected so that said toy appears familiar with the user after the user customizes said toy.
2. The method of claim 1, wherein the user information comprises a request to receive customizing information.
3. The method of claim 2, wherein the request is incorporated into the personal profile.
4. The method of claim 1, wherein information concerning the customizing information sent to the customizing device is incorporated into the personal profile.
5. The method of claim 1, further comprising the step of searching a customizing information database having multimedia content for customizing the toy.
6. The method of claim 5, further comprising selecting personalizing information comprising at least one

voice clip, the at least one voice clip being selected based upon the personal profile so that the toy will appear familiar with the user.

7. The method of claim 1, wherein the personal profile comprises a record in a personal profile database consisting of information selected from the following: age, sex, movie preferences, television show preferences, cartoon character preferences, book preferences, color preferences, toy preferences, name preferences, address and billing information.

8. The method of claim 5, wherein the customizing information includes a voice clip for producing a voice telling a story.

9. The method of claim 5, wherein said customizing information includes a voice clip for producing a voice telling a story and said personalizing information comprises a voice clip incorporated into the story.

10. The method of claim 5, wherein said personalizing information comprises a voice clip for producing a voice commenting on personal information regarding the user as the story is told.

11. The method of claim 1, further comprising the step of assembling the customizing information and personalizing information before the step of transmitting.

12. The method of claim 11, wherein the customizing information comprises a plurality of audio files and the personalizing information comprises an audio file and the step of assembling includes inserting the file comprising personalizing information between predetermined files comprising customizing information.

13. A method of customizing a toy, comprising:

- a) transferring information from a customizing device to a toy; and
- b) storing said information in said toy, said information being selected so that said toy appears familiar with the user of the toy.

14. The method of claim 13, further comprising connecting the customizing device to the toy.

15. The method of claim 14, further comprising storing customizing information at the customizing device.

16. The method of claim 15, wherein said customizing information comprises a voice clip and further

comprising playing the voice clip through a speaker of a customizing device.

17. The method of claim 16, wherein said voice clip is played while the customizing device is connected to the toy.

18. The method of claim 15, wherein said customizing information comprises a voice clip and further comprising playing the voice clip through a speaker of said toy.

19. The method of claim 15, further comprising selecting customizing information to be received at the customizing device.

20. The method of claim 19, further comprising storing on the customizing device the customizing information selected.

21. The method of claim 15, further comprising storing personalizing information at the customizing device with said customizing information.

22. The method of claim 21, further comprising storing said personalizing information on a storage device of the toy.

23. Apparatus for customizing a toy, comprising:

a) a computer having a first processor under control of programs and a first program executable by said first processor and adapted to receive requests from a user's customizing device at a remote location, and transmit to said customizing device customizing information for customizing the user's toy;

b) said first program being adapted to select and transmit to said customizing device personalizing information selected based upon a personal profile so that said toy appears familiar with the user after the user customizes the toy.

24. The apparatus of claim 23, wherein said first program is adapted to generate said personal profile based upon information submitted by the user.

25. The apparatus of claim 23, further comprising a customizing device.

26. The apparatus of claim 25, wherein the customizing device includes a second processor under control of programs and a second program executable by said second processor and adapted to receive said customizing information and personalizing information from said computer.

27. The apparatus of claim 26, wherein said customizing device comprises a personal computer.

28. The apparatus of claim 26, wherein said second processor is adapted to transmit information to the toy.

29. The apparatus of claim 25, wherein said customizing information comprises a voice clip.

30. The apparatus of claim 29, wherein said customizing device further comprises a speaker for playing said voice clip.

31. The apparatus of claim 29, wherein said information transferred to said toy comprises at least some of the customizing information and personalizing information transferred to said customizing device.

32. A customizing apparatus, comprising:

a) a customizing device having a first processor under control of programs and a first storage device having a first program for requesting customizing information for customizing a toy and receiving said customizing information and personalizing information; and

b) a toy adapted to receive information from said customizing device;

c) said personalizing information being selected based upon a personal profile so that said toy appears familiar with said user after said toy is customized.

33. The apparatus of claim 32, wherein said customizing information comprises a voice clip.

34. The apparatus of claim 33, wherein said customizing device comprises a speaker for playing said voice clip.

35. The apparatus of claim 31, wherein said toy comprises a socket for connecting said customizing device to said toy.

36. The apparatus of claim 32, wherein said toy comprises a speaker for playing said voice clip.

37. The apparatus of claim 31, wherein said first program comprises a program for receiving customizing information transmitted to said customizing device according to a wireless application protocol.

38. The apparatus of claim 31, wherein said first program comprises a program for receiving customizing information transmitted to said customizing device according to a hypertext transfer protocol.

39. The method of claim 31, wherein said toy comprises a doll.

40. The method of claim 31, wherein said toy comprises a game device having a second processor under control of programs and a second storage device having a second program for running software comprising a game.

41. The method of claim 40, wherein said customizing information comprises game software to be transferred to said game device.

42. The method of claim 41, wherein said personalizing information comprises an audio clip selected so that said game device appears familiar with the user.

43. The method of claim 42, wherein said profile includes preferences concerning game content.